

Social Media Model Portfolio

Wouldn't you agree that a picture is worth a thousand words? Wouldn't it be such an amazing testimonial to our products and what we do in Mary Kay to have all our customers posting for us their testimonials and their before and after pictures.

How to create a Social Media Model portfolio:

1. Print out the Makeup artists looks on your marykay.com website or pull them up on your ipad. Use the makeup artists looks to create a makeover portfolio for each season. There is no need to re-create a sheet. If you want it on paper you can just print it out from the website. It comes out on two pages and it will walk you through what to do to create the look. The colors and application techniques are on there.

a. You could use Mary Kay @ Play or Limited Edition Looks too.

2. We can **NOT** post peoples before and after pictures on our facebook page but who's to say that a customer can't post her own experience along with her own before and after picture on her page, tag you in it, and promote your business for YOU?!

3. At my makeover appointments I am taking before and after pictures on my smart phone or ipad and letting my customers know that if they are willing to be a part of my social media portfolio by posting their picture and sharing why they love their Mary Kay then I will give them a gift (out of my boutique basket). If they do it right then and there...they can choose their gift before they leave or if they do it later then they can pick their gift at their follow up appointment. You can display your boutique basket on your table to remind you to talk about it.

a. I believe products on our shelf are for two things

i. Selling them...obvious reason.

ii. Attracting new business.

When beauty consultants understand that products are there to attract new business and when you give products on purpose to gain more business (Like hostess credit, referrals, & positive exposure) I don't think consultants will be fearful when they have a product on their shelf OR be as scared to give products away when it can grow their business.

4. You will want to download an app like Pic Stich or Instagram where you can make a simple side by side collage so the before and after picture are on one jpg. Or 1 image.

5. Take the before picture (your choice to do it before or after foundation) Take the after picture

6. Create the side by side before and after image

7. Text it to them along with the instructions as to how to properly post in order to get their free gift. I have this saved in my notepad section of my iphone so I can easily copy and paste, Add their name in it, and their specific details so it is fast and systematic.

"_____, Thank you for getting together with me for your makeover. (Share why you enjoyed getting together with them or a word of affirmation) When you post your picture on your Facebook page that I have attached with the following you will get to choose a free gift from my boutique basket ;)

1. Friend me on Facebook: (insert your name)

2. Share you favorite product or favorite thing about your makeover.

3. Tag me in your post

4. Add my website in your post : www.marykay.com/_____

Thank you so much for being my model & look forward to getting together with you again on _____ for your follow up makeover/party.

8. When they post the picture – you now have an opportunity to affirm your new customer in public on their page in front of their friends and in front of your friends.